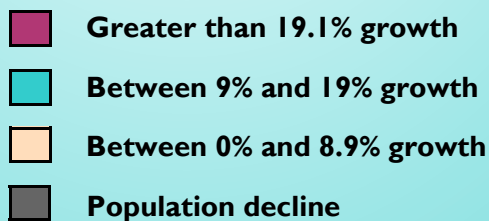
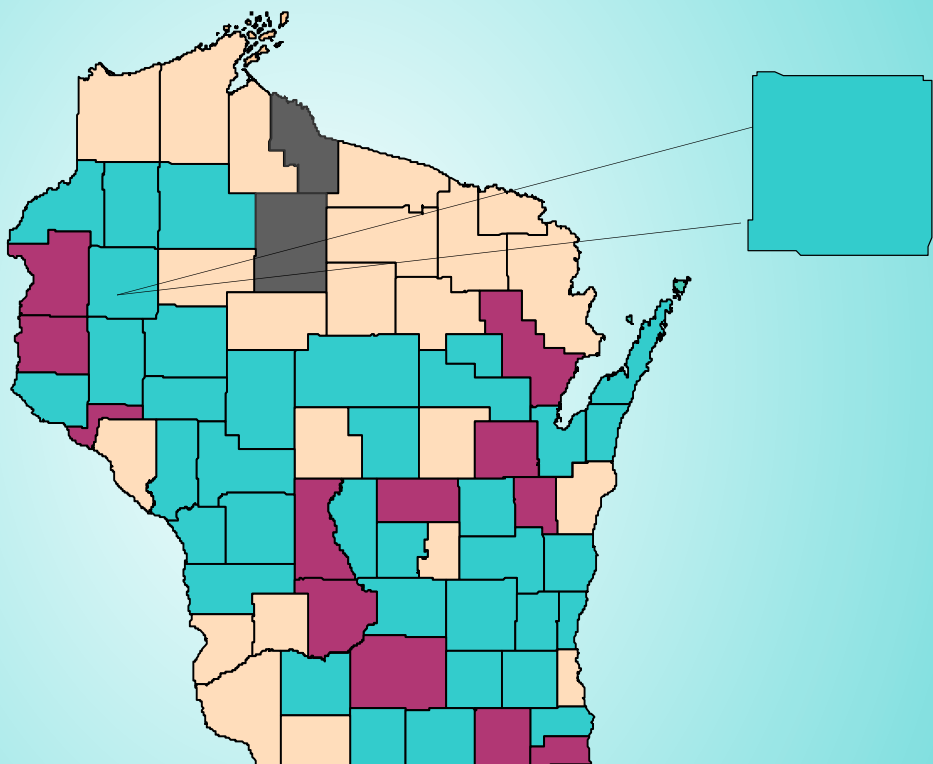


Barron County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

The population in Barron County increased 1.5 percent from April 2000 through December 31, 2001. The additional 670 residents came mostly from individuals moving into the county.

The largest increases in population were in the cities of Barron and Rice Lake, the two largest municipalities. The official increase in population in the City of Barron was 88, but in the last few years over 300 Somalis have relocated to the county and most of them settled in the City of Barron.

The migration rate in Barron County exceeded the 0.9 percent migration rate in Wisconsin but lagged the experience of other non-metropolitan counties in the state. Approximately 655 individuals moved to the county since 2000.

The increase in population from natural causes totaled just 15 even though there were 822 births in the county. One reason why the increase in population from natural causes is so much lower than other counties is that the median age in Barron County in 2000 was 38.8 years, higher than in many Wisconsin counties.

Also, Barron County is mostly populated with white residents. Even if the recent surge in population from Somalia were included in the below graph (graph is based on 2000 census data) the share of foreign-born residents would still be low compared to the United States and Wisconsin.

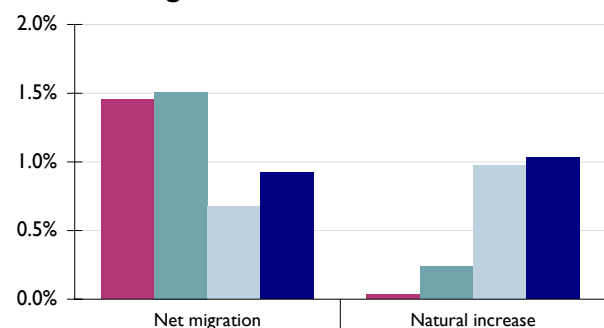
The odds of increasing the birth rate are stacked against the county. In the United States, and to

Total Population

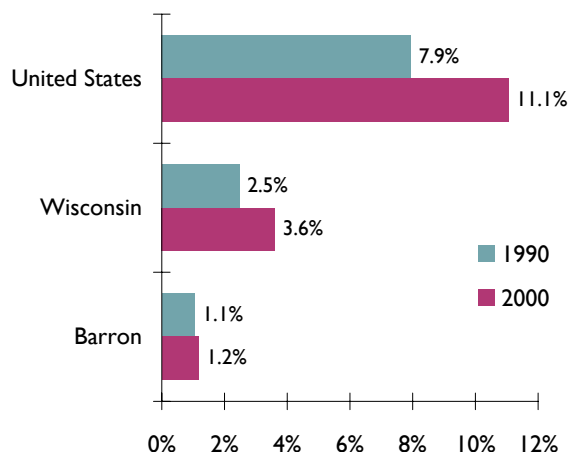
	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Barron County	44,963	45,633	1.5%
Largest Municipalities			
Rice Lake, City	8,312	8,391	1.0%
Barron, City	3,248	3,336	2.7%
Rice Lake, Town	3,026	3,080	1.8%
Cumberland, City	2,280	2,308	1.2%
Stanley, Town	2,237	2,277	1.8%
Chetek, City	2,180	2,199	0.9%
Chetek, Town	1,686	1,703	1.0%
Cameron, Village	1,546	1,579	2.1%
Prairie Lake, Town	1,369	1,394	1.8%
Turtle Lake, Village*	1,000	1,001	0.1%

* Barron County portion only

Net migration and natural increase



Share of Foreign-born Residents



Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

some degree in Wisconsin, an increase in births is linked to non-white populations. Even though the number of births to whites is still the greatest share of all births that is declining as births to other ethnic groups increase. Plus a median age of nearly 40 means fewer residents in the primary child-bearing years, and if recent population projections are correct, that median age will increase in the future.

Population by age projections from the Wisconsin

(Continued on page 2)

Barron County Workforce Profile

Population Projections by Age Groups in Barron County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	1,312	1,541	1,785	1,938	1,185	1,144	1,361	1,719	1,878	1,659	1,479	1,176	922	901	846	1,428
Female	1,232	1,468	1,690	1,716	1,138	1,123	1,294	1,728	1,801	1,638	1,405	1,195	1,062	990	914	2,295
2005																
Male	1,261	1,375	1,600	1,760	1,543	1,258	1,209	1,447	1,789	1,913	1,698	1,524	1,215	894	828	1,516
Female	1,210	1,293	1,527	1,649	1,418	1,276	1,186	1,357	1,780	1,857	1,682	1,473	1,228	1,046	932	2,323
2010																
Male	1,316	1,307	1,414	1,574	1,398	1,634	1,332	1,290	1,512	1,828	1,970	1,758	1,589	1,197	835	1,574
Female	1,264	1,257	1,332	1,486	1,359	1,572	1,349	1,248	1,403	1,842	1,911	1,768	1,525	1,220	989	2,348
2015																
Male	1,379	1,341	1,331	1,375	1,233	1,468	1,703	1,406	1,335	1,531	1,866	2,023	1,815	1,562	1,118	1,609
Female	1,325	1,290	1,282	1,283	1,210	1,496	1,636	1,407	1,281	1,442	1,880	1,988	1,815	1,509	1,146	2,408
2020																
Male	1,390	1,393	1,359	1,286	1,068	1,287	1,519	1,779	1,447	1,345	1,559	1,912	2,086	1,780	1,461	1,863
Female	1,334	1,340	1,309	1,230	1,040	1,330	1,550	1,694	1,440	1,314	1,471	1,954	2,035	1,793	1,417	2,601

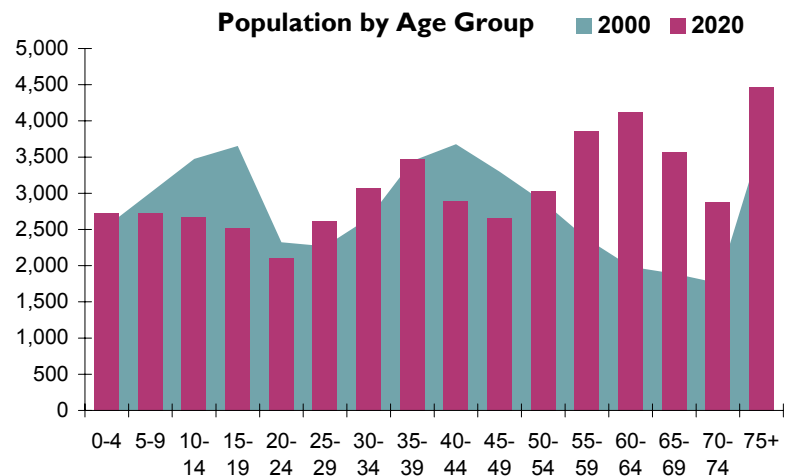
Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

Demographic Services section show that the share of population over the age of 60 will increase from 21 percent in 2000 to 30 percent in 2020 as the population under 20 years old declines from 28 percent to 21 percent.

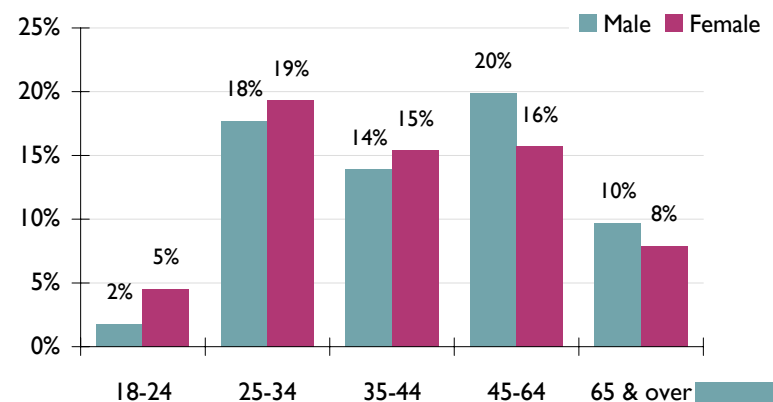
From 2000 to 2020 the total population is projected to add 4,400 residents. Some of that increase is projected in the youngest age group, 0-4 year olds, and the middle age groups; but most will occur in the older age groups. The graph on the right illustrates just how much of the population will be over 55 years old in 2020 compared to 2000. The front bars exceed the background area in the 25-34 year old groups.

The background also shows the surge in population from the baby-boom, now in their late-30s and mid-50s and another, smaller surge in births in the late 80s, now in their late teens. If you follow the age cohort of the younger population groups (add 5 years to the group for every five years of time) you see the loss of younger populations from the county.

The bottom graph in some ways also tracks the out-migration of youth from the county. In the 25-34 year old group, nearly 20 percent of the population has a college degree. That drops to under 15 percent of the next age group as students graduate and then leave the area to find jobs. Another trend seen in the graph is that more females than males have a college degree.



Percent of age group with at least a Bachelor's degree in Barron County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

Once every ten years the census produces labor force demographics that includes labor force participation rates by age groups. The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional population.

The top graph shows that labor force participation rates peak in the middle age groups, then decline significantly at age 62. This reflects the changing needs and desire of people to work. Younger residents are in school, middle-aged residents have financial commitments, and older residents are anticipating retirement.

In Wisconsin the LFPR is higher than most other states and may have reached maximum levels. In 2002, the LFPR in Wisconsin of 73 percent was among the five highest in the United States. The overall participation rate in Barron County in 2002 was 69.5 percent, lower than in the state but higher than the 66.6 LFPR in the United States.

The Wisconsin LFPR is higher than in Barron County because participation among the older age groups is higher. In Wisconsin male and female LFPR among 55-61 year olds are 77 and 65 percent, respectively; and among 62-69 year olds, 37 and 29 percent, respectively. One of the reasons for the lower rates in the county might be the physical demands required in many of the jobs. Among the younger age groups the participation rates are very similar.

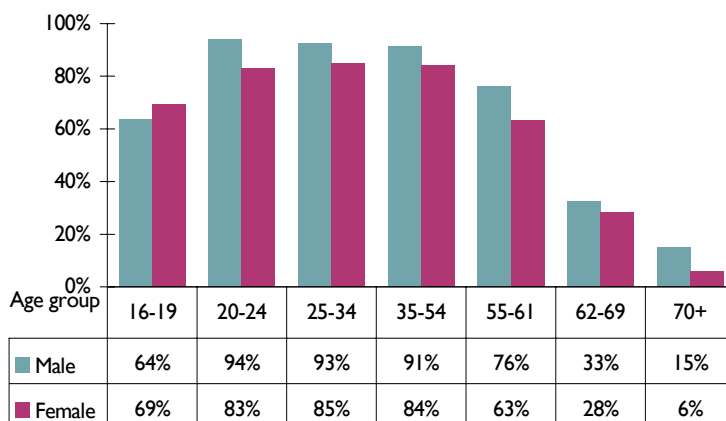
The lower participation rates from older residents become increasingly more significant as a greater number of residents enter those groups. The labor force projections in the graph on the right assume current participation rates by age and sex of the projected population for 2020.

By 2020 the total labor force age population (16 years and older) in Barron County will increase from 35,200 in 2000 to 40,960 and the share of population over 55 years old will increase from 33 to 46 percent. Even with the increase in population the labor force will expand a mere seven percent in the twenty-year period - paltry compared with the increase from 1980 to 2000 of 25 percent. Increasing the LFPR of residents over 55 years would only 900 potential workers to the labor force.

There has been a slow erosion in the current la-

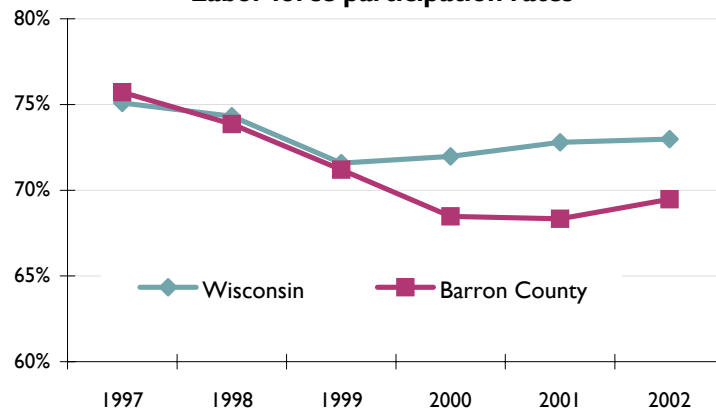
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Barron Labor Force Participation by Age & Sex in 2000



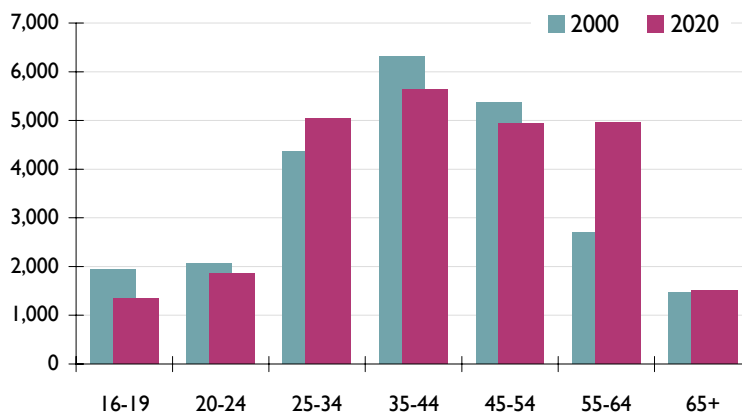
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Barron County



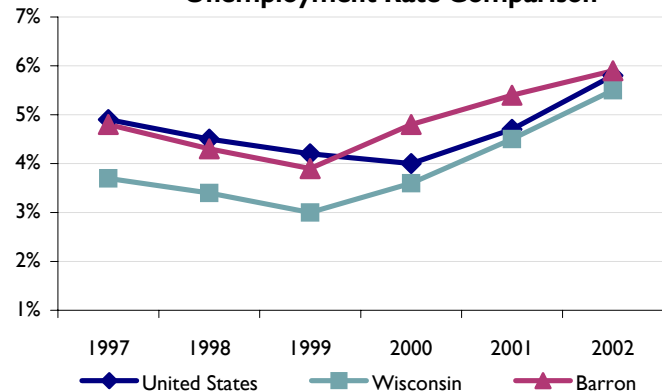
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Barron County Workforce Profile

bor force in the last several years. In 1997 the total labor force in Barron County was 24,497 and the unemployment rate was 4.8 percent. The labor force declined to 24,420 in 2002 but the unemployment rate increased to 5.9 percent, the highest level since 1994.

Mid-way through 2003, the employment picture has not improved although there are a few encouraging signs, especially in the nation. As the economy recovers, and labor shortages once again become a major problem for employers, unemployment rates will decline.

Unemployment Rate Comparison



Barron County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	24,497	24,411	23,269	23,964	24,251	24,421
Employed	23,328	23,369	22,360	22,810	22,935	22,968
Unemployed	1,169	1,042	909	1,154	1,316	1,453
Unemployment Rate	4.8%	4.3%	3.9%	4.8%	5.4%	5.9%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Barron County is in the west central region of the state and the list of jobs on the right is representative of the jobs in the county.

The greatest demand for workers is in the occupations on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs that workers often leave as other opportunities open up. Turnover is high and wages are low. There are a few exceptions on the list: registered nurses and truck drivers. Both require a greater degree of education or training and the wage scales also reflect this.

The 'Fastest Growth' occupations are often referred to as hot jobs, with more training requirements and better wages. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from 5 to 10 jobs increased 100 percent whereas an occupation that increases from 2,000 to 2,200 jobs increased only 10 percent.

West Central Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$17.37
	Network/Computer Systems Admin	Bachelor's degree	\$15.59
	Computer Software Engrs Apps	Bachelor's degree	\$30.52
	Medical Assts	1-12 mo. on-the-job training	\$11.45
	Social/Human Service Assts	1-12 mo. on-the-job training	\$11.96
	Medical Records/Health Info Techs	Associate degree	\$11.38
	Computer/Information Systems Mgrs	Work experience & degree	\$25.56
	Hotel/Motel/Resort Desk Clerks	1-month or less training	\$8.19
	Child Care Wrkrs	1-month or less training	\$7.91
	Pharmacy Techs	1-12 mo. on-the-job training	\$9.90
Most Openings	Retail Salespersons	1-month or less training	\$9.70
	Cashiers	1-month or less training	\$7.25
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$7.10
	Waiters/Waitresses	1-month or less training	\$7.27
	Registered Nurses	Bachelor's degree	\$21.57
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.71
	Stock Clerks/Order Fillers	1-month or less training	\$8.84
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$15.03
	Bartenders	1-month or less training	\$7.98
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.11

* The most common way to enter the occupation, not the only way

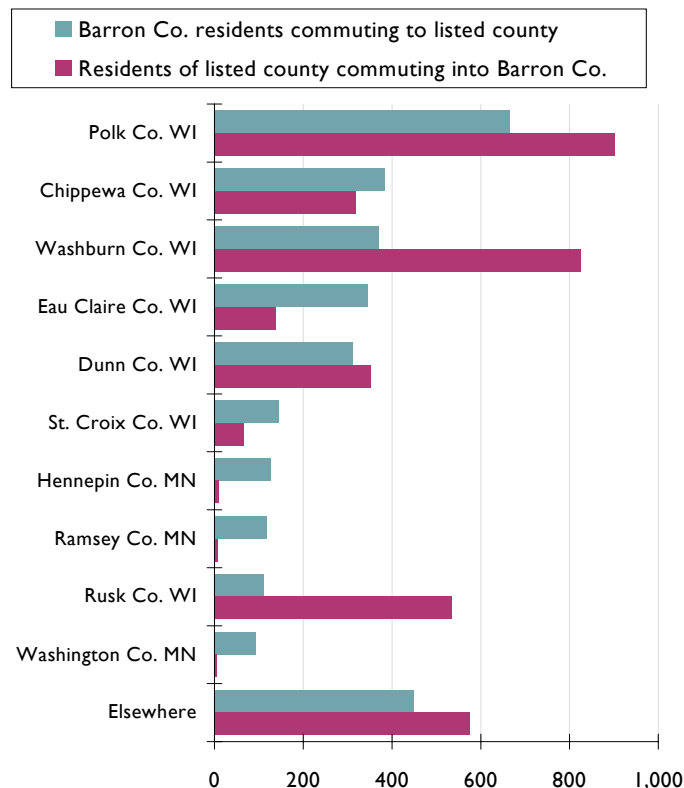
** Wages from Occupation Employment Statistics survey responses for region, 2001

West Central WDA includes Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk and St. Croix counties.

Source: WI DWD, Bureau of Workforce Information, 2002

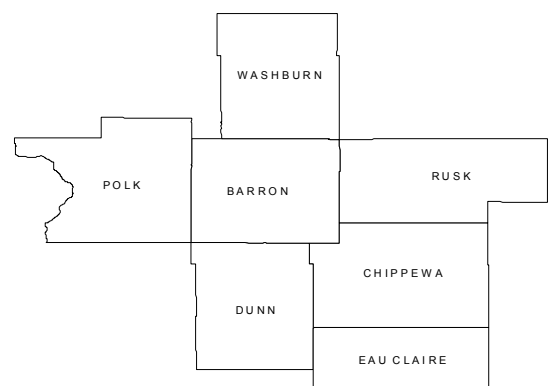
County Commuting Patterns

The 'county-to-county worker flow' files, also known as county commuting patterns, are one of the most anticipated datasets released by census. It is a key piece of information when profiling the workforce of a local community. In Wisconsin, commuting patterns for municipalities are also available every ten years from the census and were released in April 2003.



In Barron County, 3,123 residents, 14 percent of the workers who live in the county, traveled out of the county for a job. One in every five workers who left the county headed for destinations in Polk County, especially to employers in the cities of Amery, Clear Lake and Osceola. Over 1,400 residents also seek jobs in the neighboring counties of Chippewa, Washburn, Eau Claire and Dunn, and, another 14 percent of the workers who leave the county for jobs travel to sites in Minnesota. Even though these workers leave the area for a job they are still residents of the county and are included in the local labor force estimates. Overall, the county gains more workers than it loses. Roughly 3,740 workers travel into the county for jobs and nearly one-quarter of them are Polk County residents and another 22 percent are Washburn County residents. The most popular destinations for workers from Polk County are the cities of Turtle Lake, Cumberland, and Rice Lake while two in every three workers from Washburn County head to employers in City of Rice Lake. Add in the roughly 530 workers from Rusk County and these three counties combined account for 61 percent of all inbound traffic. Workers from the surrounding areas are very important to the employers in Barron County and the number of workers attracted to jobs in the county increased from 2,140 in 1990.

	Barron Co. residents commuting to listed county	Residents of listed county commuting into Barron Co.	Net gain or loss of workers
Polk Co. WI	665	902	237
Chippewa Co. WI	384	318	-66
Washburn Co. WI	370	826	456
Eau Claire Co. WI	346	139	-207
Dunn Co. WI	312	352	40
St. Croix Co. WI	145	67	-78
Hennepin Co. MN	128	10	-118
Ramsey Co. MN	119	9	-110
Rusk Co. WI	112	534	422
Washington Co. MN	93	5	-88
Elsewhere	449	575	126



Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

Industry Employment - Introducing NAICS (North American Industry Classification System)

In 2003 the industry coding system for employers, used to publish employment estimates, changed from the Standard Industrial Classification (SIC) to the North American Industry Classification System (NAICS). The transition from SIC, used for the last seventy years, to NAICS began in 1997 with the Economic Census. However, the monthly Current Employment Statistics program, responsible for the monthly nonfarm wage and salary employment estimates for counties, initiated the change with the revision of 2002 estimates.

Because NAICS is so different, revisions to earlier years' estimates are difficult and do not appear in this publication. Estimates for 1990 to 2001 have been published for states and metropolitan areas.

There are new industry classifications in NAICS that simply did not exist in SIC. Good examples of this are the new industry sectors for leisure and hospitality and information. Also under NAICS loggers were finally moved from manufacturing and grouped with natural resource industries.

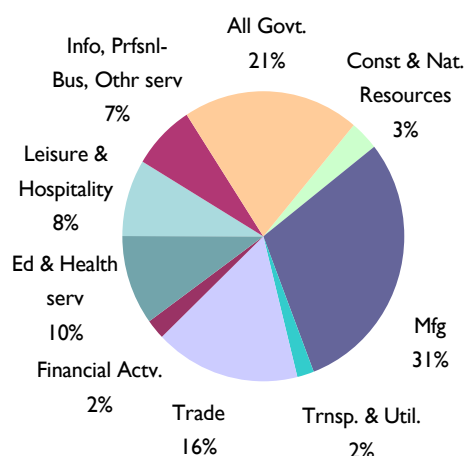
Some of the changes to the Barron employment estimates for 2002 are visible in the table below (SIC distribution uses unrevised estimates). Transportation employment is grouped with warehousing and utilities and no longer includes communication. The share of jobs dropped as most jobs in communication moved to the new information sector.

Wholesale and retail trade jobs declined to 16 percent of total employment in NAICS from 22 percent. The primary reason is that restaurants, food service companies and bars were moved to a new NAICS sector of leisure and hospitality. Hotels and lodging facilities are also a part of this new sector, making it easier to monitor changes in tourist related businesses.

It will also be much easier to monitor the rapidly expanding health services sector. It is grouped with private education, but most education jobs are in-

(Continued on page 7)

Barron County Industry Distribution: 2002



2002 Industry Employment in Barron County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	708	3%	Construction & Mining	4%
Manufacturing	6,447	30%	Manufacturing	30%
Transportation, warehousing & utilities	461	2%	Transportation, utilities & communication	3%
Trade (wholesale & retail)	3,573	16%	Wholesale trade	3%
			Retail trade	19%
Financial activities	493	2%	Finance, insurance & real estate	2%
Information, professional & business services, other services	1,568	7%	Services & misc (incl. agr, forestry, fishing)	18%
Education and health services	2,187	10%	Government	21%
Leisure & hospitality	1,829	8%		
Government	4,422	20%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Barron County Workforce Profile

cluded in the public sector.

The lists of top ten industries and employers in Barron County uses the North American Industry Classification System. In this list all private and public education were grouped together making it the second largest industry group in the county, as it has been for several years. Food manufacturing employers lost jobs in the past year but the industry group remains firmly

in the top position.

Together the largest industry sectors provide over half of all the jobs in the county while the ten largest employers provide one in every four jobs. Four of those employers are from the public sector which also includes Indian-owned operations. This list, dated March 2003, includes five manufacturing employers that had lay offs during the remainder of the year.

Top 10 Industry Groups in Barron County

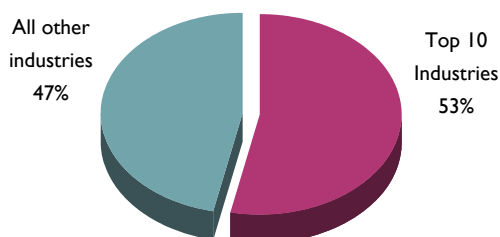
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Food Manufacturing	13	2,482	-101
Educational Services	12	1,687	-4
Amusement, Gambling & Recreation Ind	*	*	*
Food Services and Drinking Places	100	1,221	-48
Fabricated Metal Product Manufacturing	11	943	-101
Executive, Legislative, & Gen Government	39	922	28
Hospitals	*	*	*
General Merchandise Stores	15	781	-62
Machinery Manufacturing	12	736	-19
Food And Beverage Stores	28	548	-88

*data suppressed to maintain confidentiality

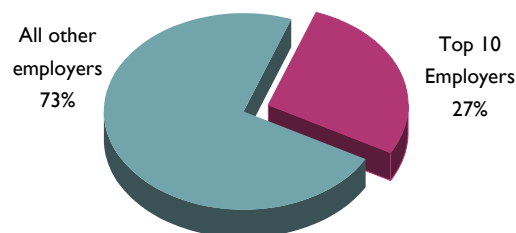
Top 10 Employers in Barron County

Company	Product or Service	Size
Jennie-O Turkey Store, Inc.	Poultry processing	1000 +
St. Croix Casino	Casinos (except casino hotels)	1000 +
Rice Lake Public School	Elementary & secondary schools	250-499
County of Barron	Executive & legislative offices, combined	250-499
Lakeview Medical Center, Inc.	General medical & surgical hospitals	250-499
Coop Educational Service Agency #11	Administration of education programs	250-499
Rice Lake Weighing Systems, Inc.	Scale and balance (except laboratory) manufacturing	250-499
Johnson Truck Bodies, Inc.	Motor vehicle body manufacturing	250-499
SCI Enclosures LLC	All other plastics product manufacturing	250-499
McCain Foods U.S.A., Inc.	Frozen specialty food manufacturing	250-499

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Barron County Workforce Profile

The bottom graph emphasizes the strong presence of manufacturing employers in Barron County even after the loss of 120 jobs. Roughly 30 percent of all jobs in the county and 35 percent of total payroll is from the manufacturing sector. The annual average wage for workers in this sector in 2002 was only \$28,062, however, much lower than the average wage for similar workers statewide.

Because of the 15 percent reduction in manufacturing wages, the average wage for all workers in Barron County of \$24,187 declined 5.2 percent from the 2001 average of \$33,216. Statewide the average wage rose 2.7 percent in 2002.

Even though NAICS provides a better picture of wages in the new sectors, there are still details on part time jobs and temporary employment missing

Average Annual Wage by Industry Division in 2002

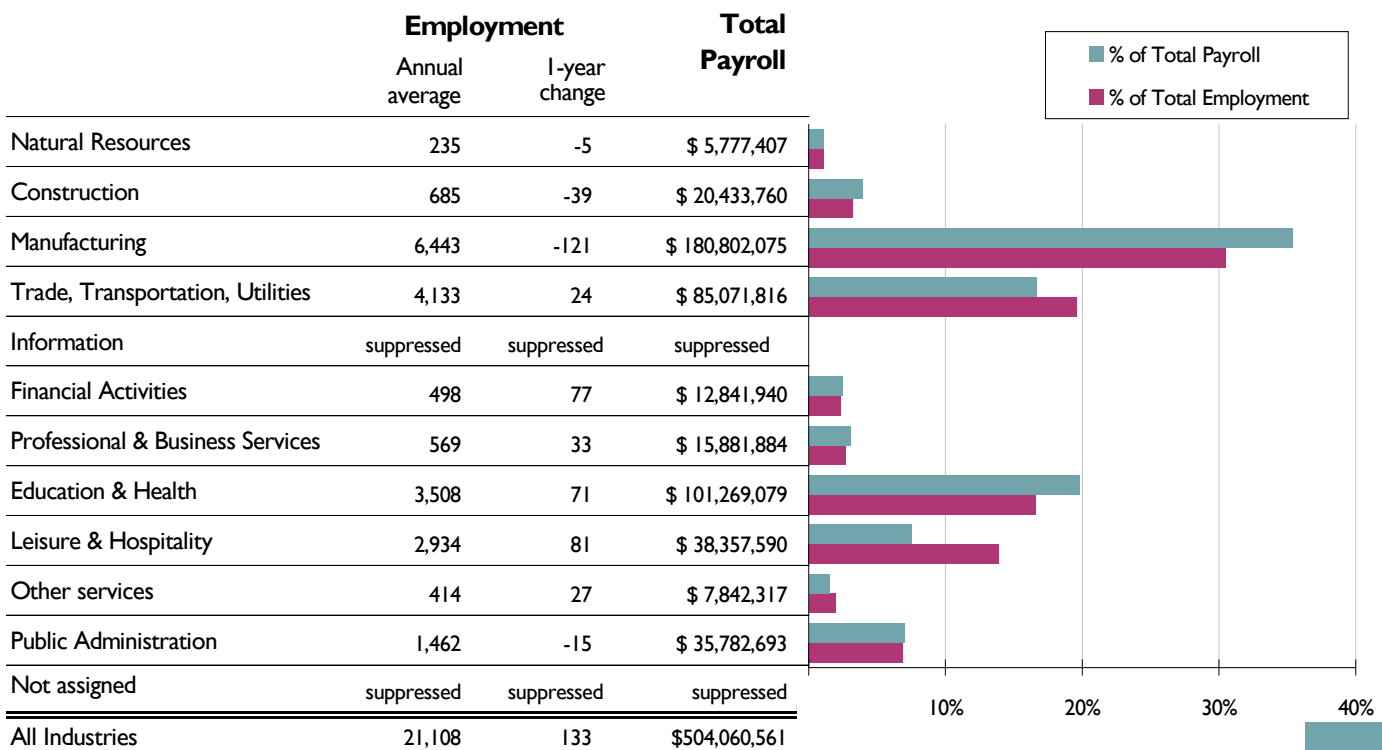
	Average Annual Wage Wisconsin	Average Annual Wage Barron County	Percent of Wisconsin	1-year % change
All Industries	\$ 32,422	\$ 24,187	75%	-5.2%
Natural resources	\$ 25,481	\$ 24,585	96%	6.6%
Construction	\$ 39,649	\$ 29,830	75%	-3.9%
Manufacturing	\$ 40,584	\$ 28,062	69%	-15.5%
Trade, Transportation, Utilities	\$ 28,422	\$ 20,584	72%	3.4%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	\$ 25,787	64%	4.8%
Professional & Business Services	\$ 36,324	\$ 27,912	77%	7.0%
Education & Health	\$ 33,768	\$ 28,868	85%	1.9%
Leisure & Hospitality	\$ 11,837	\$ 13,073	110%	1.8%
Other services	\$ 19,500	\$ 18,943	97%	1.4%
Public Administration	\$ 33,769	\$ 24,475	72%	2.2%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

that are key components of annual average wages.

Census 2000 revealed that 23.9 percent work part time and 12.3 percent work less than 40 weeks per year. In Wisconsin 24.1 percent work part time and 19.5 percent work less than 40 weeks per year.

2002 Employment and Wage Distribution by Industry in Barron County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Net earnings from jobs both in and out of the county, self-employment, and proprietorships, comprise the greatest share of total personal income in Barron County. Even though net earnings comprise 62.8% of total county income that is less than both the state and national share of 66.7 and 67.6 percent, respectively. That's because the share of transfer payments, which include social security, is higher in Barron County.

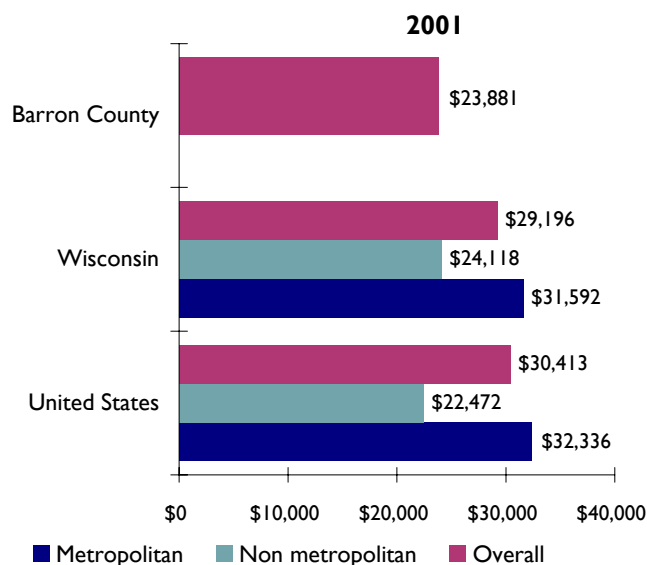
The higher share of transfer payments, plus an annual average wage that is much lower than in the state,

contribute to a lower per capita personal income in the county. The gap closes however if you compare Barron County only to other non-metropolitan areas in Wisconsin and the nation. Non-metropolitan wages are lower primarily because the jobs available in metro areas are in occupations that demand higher salaries and competition for workers drives up wages.

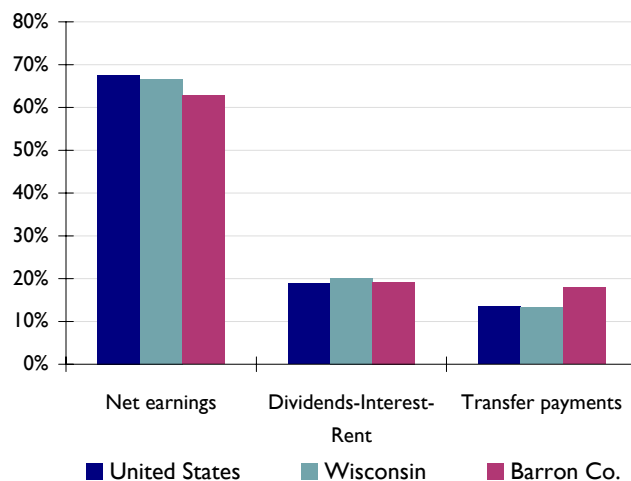
The Barron County PCPI of \$23,881 in 2001 was 79 percent of the national PCPI and 82 percent of the state. It ranked 36th among the 72 counties in Wisconsin.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Barron County	\$18,502	\$19,209	\$21,058	\$21,702	\$22,462	\$23,881	6.3%	29.1%



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

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